EDITORIAL

Prospects for 2007

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My top ten predictions for 2007 are....

1. The American Express Global Business Travel Forecast suggests international business fares will go up by between 3 and 7 per cent, while hotel rates in Europe could rise by up to 6 per cent.
2. PROS will develop a luxury pricing model for Virgin Galactic's space adventures.
3. Carbon taxes will be introduced in many western countries; however, rising inflation and falling consumer confidence will have a bigger impact on travel plans.
4. In 2007, beach holidays are regaining popularity, according to a poll of 4,000 travellers worldwide by Trip Advisor. But spa holidays are losing their appeal, with fewer travellers (47 per cent) intending to visit a spa next year compared with 55 per cent this year. Forty-three per cent of travellers are likely to go hiking, up from 24 per cent one year ago, and 39 per cent plan adventure activities such as parasailing and white-water rafting, up from 29 per cent last year. More women than men plan to participate in outdoor activities in 2007, according to the survey.
5. Fidel Castro will die in 2007 opening up Cuba to the American tourist.
6. According to Trip Advisor, Ayr in Scotland will be the world's fifth most popular destination overtaking Honolulu (Em!)
7. Dubai will bid to host the Winter Olympics in 2014 (all indoors).
8. Numerology will become the new Revenue Management.
9. The No. 1 holiday activity in 2007 will be decorating, as most Europeans take time off work to do this activity. Sabre will introduce a pricing model for such activity.
10. Holiday homes will be the new hotels in 2007.

Happy New Year to everyone.

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Editor